

Vision Zero Saves Lives

End all traffic fatalities in 10 years

- On average, 1,000 pedestrians and bicyclists are hit and seriously injured each year in San Diego.
- Pedestrian collisions increased 20% in 2012 and fatalities almost doubled – these numbers have not decreased.*
- Vehicle collisions with bicyclists and pedestrians happen on the same corridors.
- **Residents living in neighborhoods where more people walk - Downtown, Southeastern and City Heights – are hardest hit. They are 10x more likely to be hit by a car.**

San Diego organizations that support Vision Zero:

AIA Design Committee, Bame CDC, Beautiful PB, Bike SD, City Heights CDC, Discover Pacific Beach, El Cajon Boulevard Improvement Association, Great Streets San Diego, Safe Kids San Diego, San Diego Chamber of Commerce, San Diego County Bicycle Coalition, San Diego Safe Routes to School Coalition, The Urban Collaborative Project

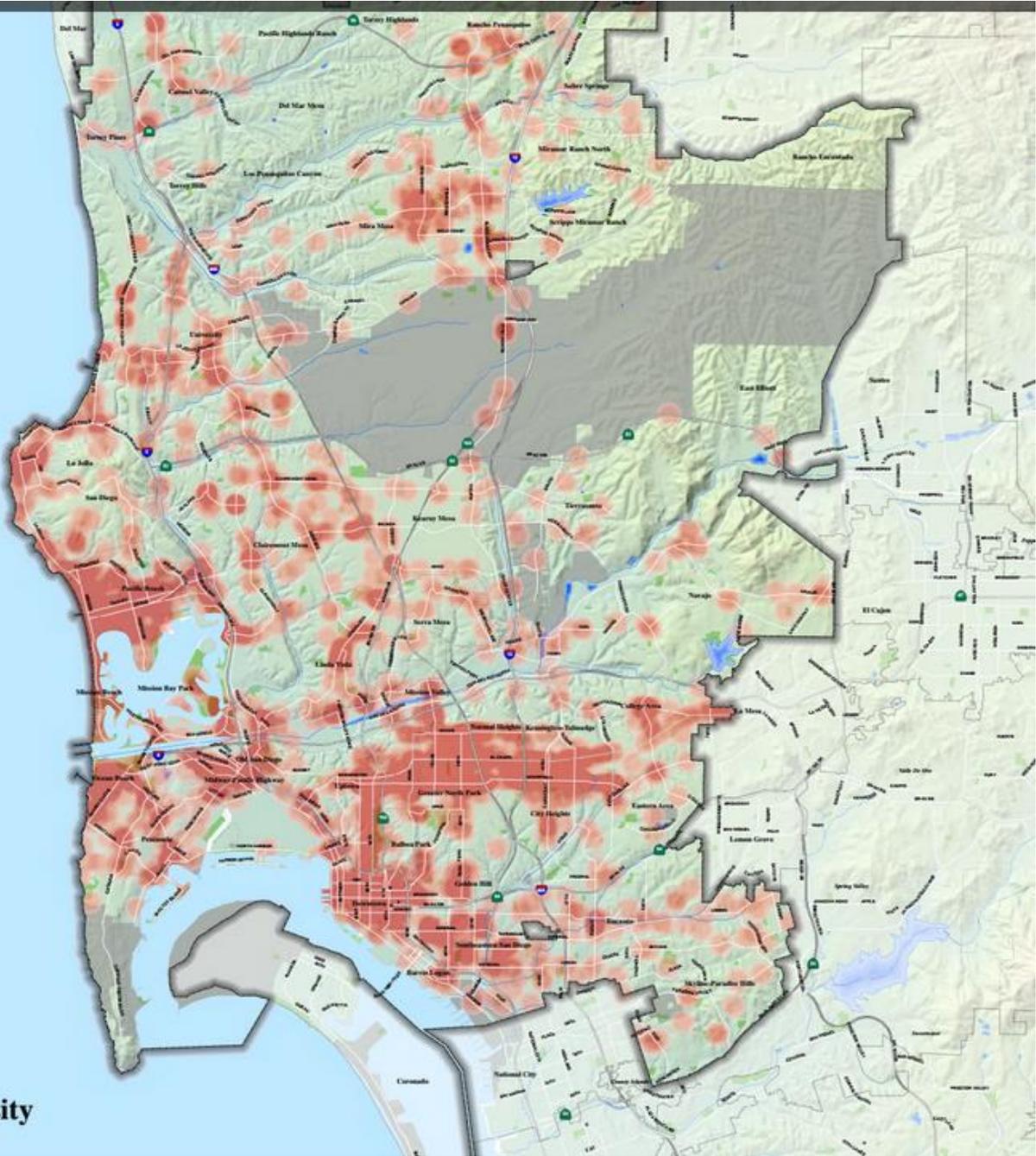


Vehicle collisions with bicyclists and pedestrians have occurred on the same corridors.

City of San Diego,
Pedestrian Collision History
2008-2012*

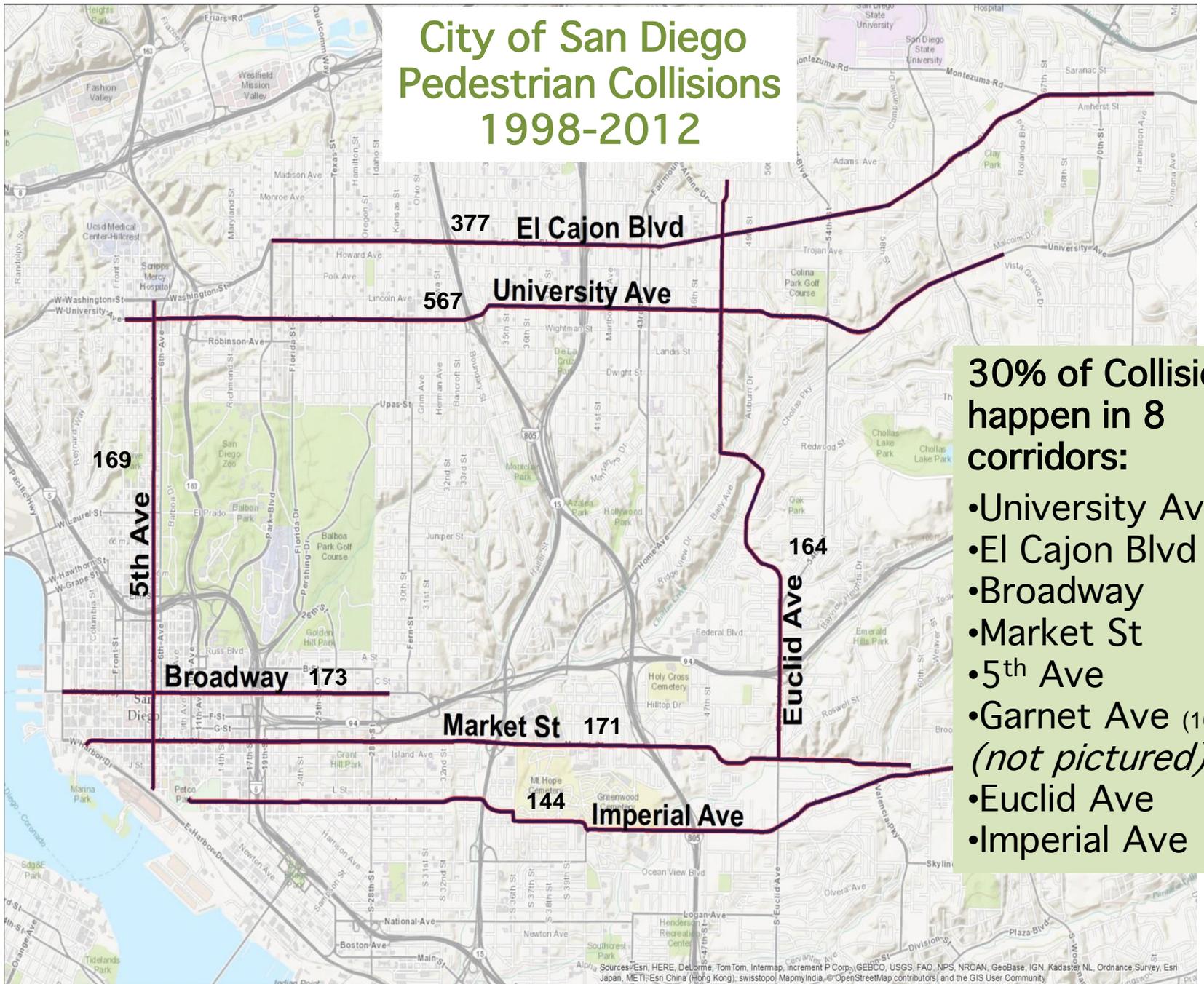
City of San Diego,
Bicycle
Collision
Density
2006-2010

City of San Diego
Bicycle Collision Density



* KTU+A Analysis, Bicycle Collision Heat Zones

City of San Diego Pedestrian Collisions 1998-2012

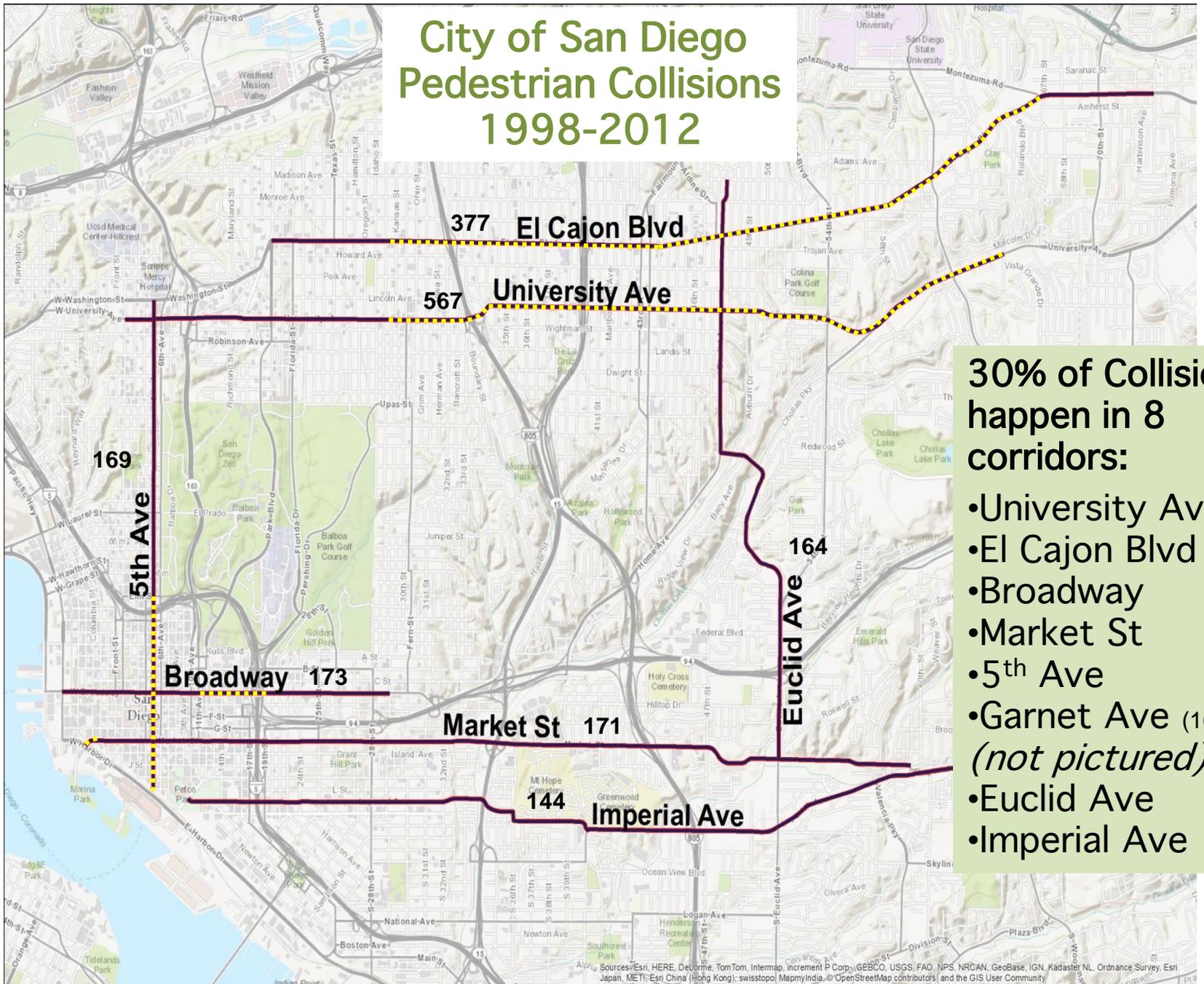


30% of Collisions happen in 8 corridors:

- University Ave
- El Cajon Blvd
- Broadway
- Market St
- 5th Ave
- Garnet Ave (167) *(not pictured)*
- Euclid Ave
- Imperial Ave

* Circulate San Diego analysis of pedestrian collision history 1998-2012, numbers printed represent # collisions 1998-2012

City of San Diego Pedestrian Collisions 1998-2012



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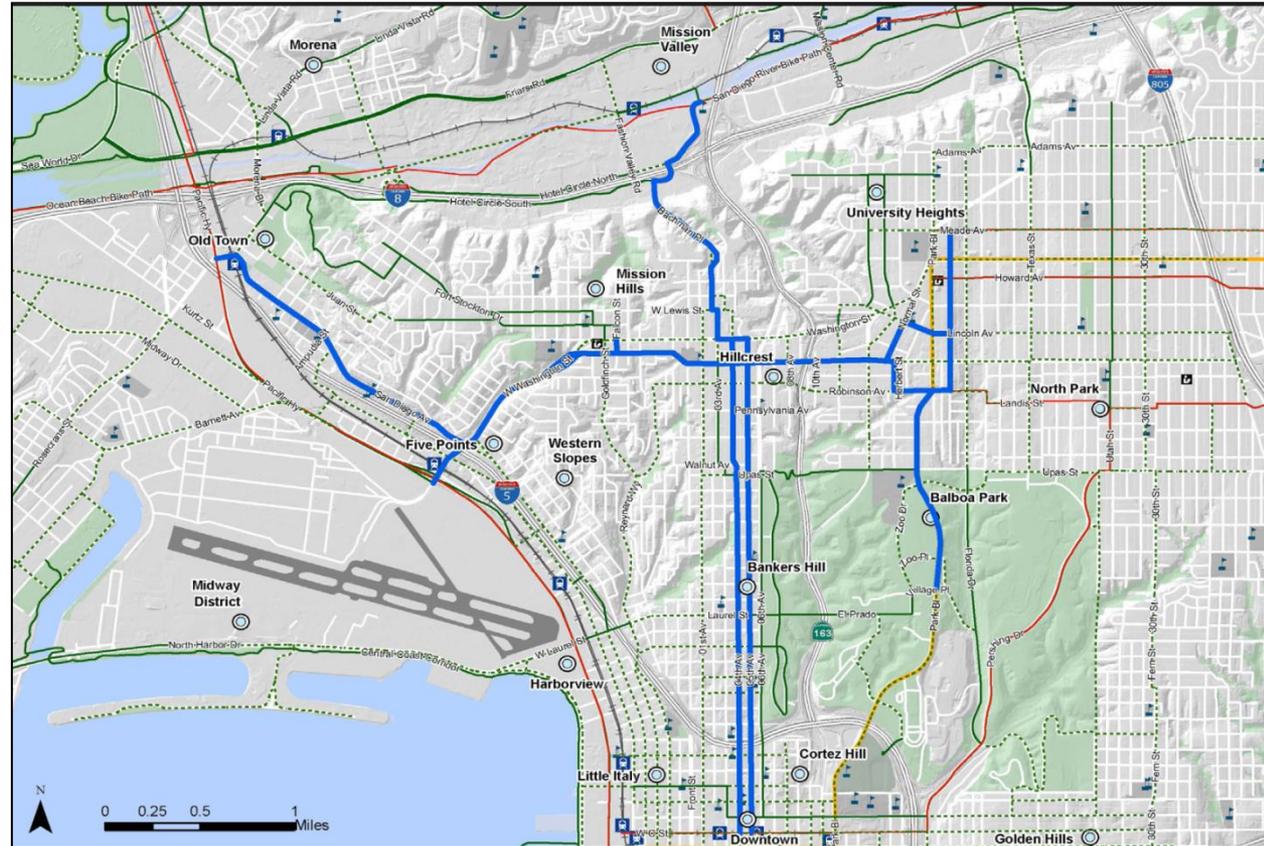
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8 Most Dangerous Corridors	Bike Facility	Segment	Corridor Length	Cost	Rank	# Reported Bike Crashes 2002-2007
University Ave	Class II	Utah Street to Fairmount Ave	1.9	\$465,183	#22	42
	Class II	Florida St to Utah St	0.6	\$152,705	#25	26
	Class II	Fairmount Ave to La Mesa City limit	3.3	\$702,621	#27	34
El Cajon Blvd	Class II	43rd St to Montezuma Rd	3	\$476,772	#10	38
	Class II	Utah St to 43rd St	1.8	\$482,790	#11	38
Broadway	Class III	Park Blvd to 19th St	0.4	\$43,682	#2	7
Market St	Class III	Harbor Dr to Union St	0.2	\$104,508	#6	9
5th Ave	Class II	Elm St to C St	1.7	\$59,182	#12	19
	Class III	C St to Harbor Dr				
Garnet Ave	None					
Euclid Ave	None					
Imperial Ave	None					
TOTAL			12.9	\$2,487,443		213

SANDAG Uptown Bike Corridor

- Community process engaged right now
- 2016 construction

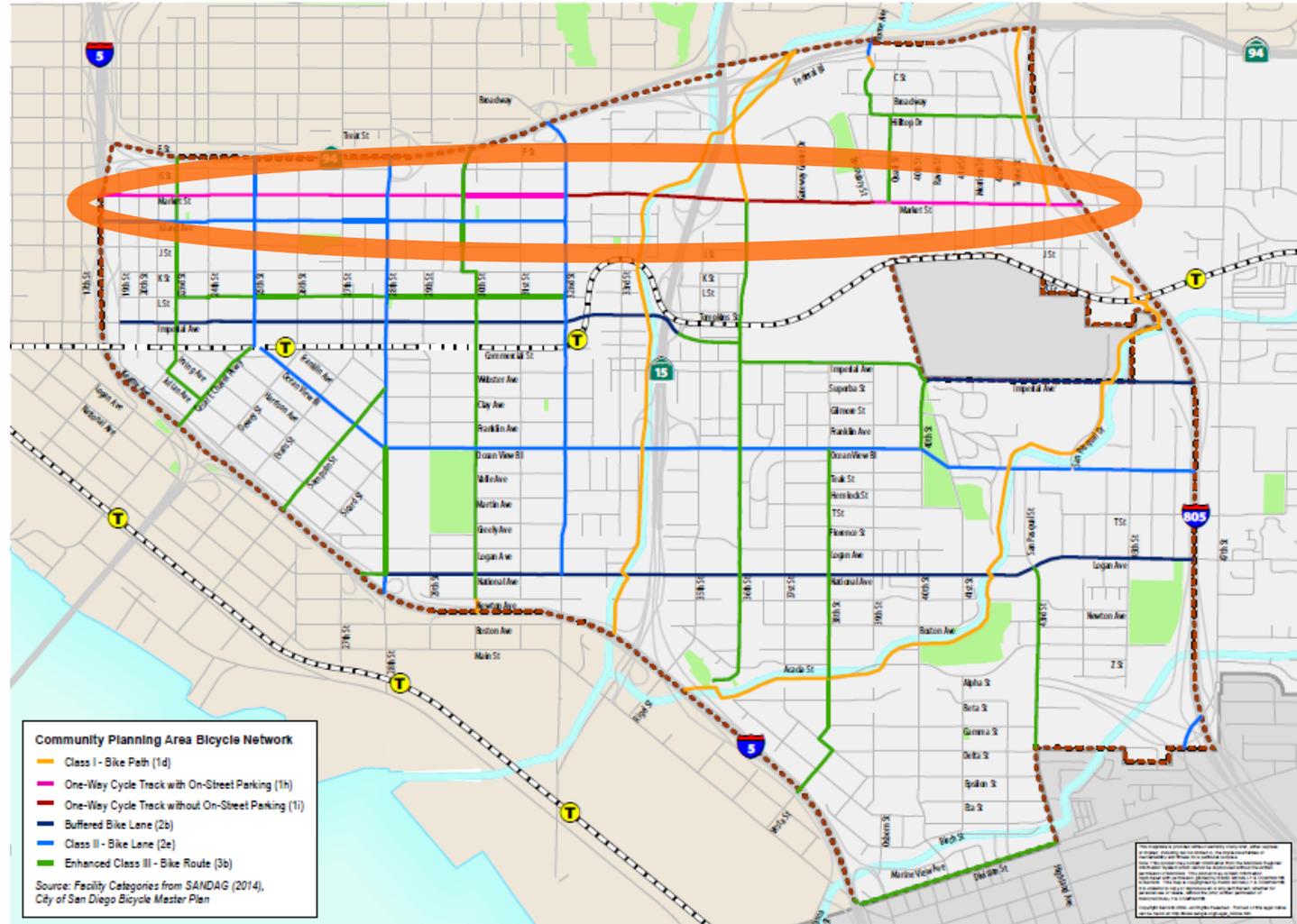


SANDAG Uptown Bike Corridor



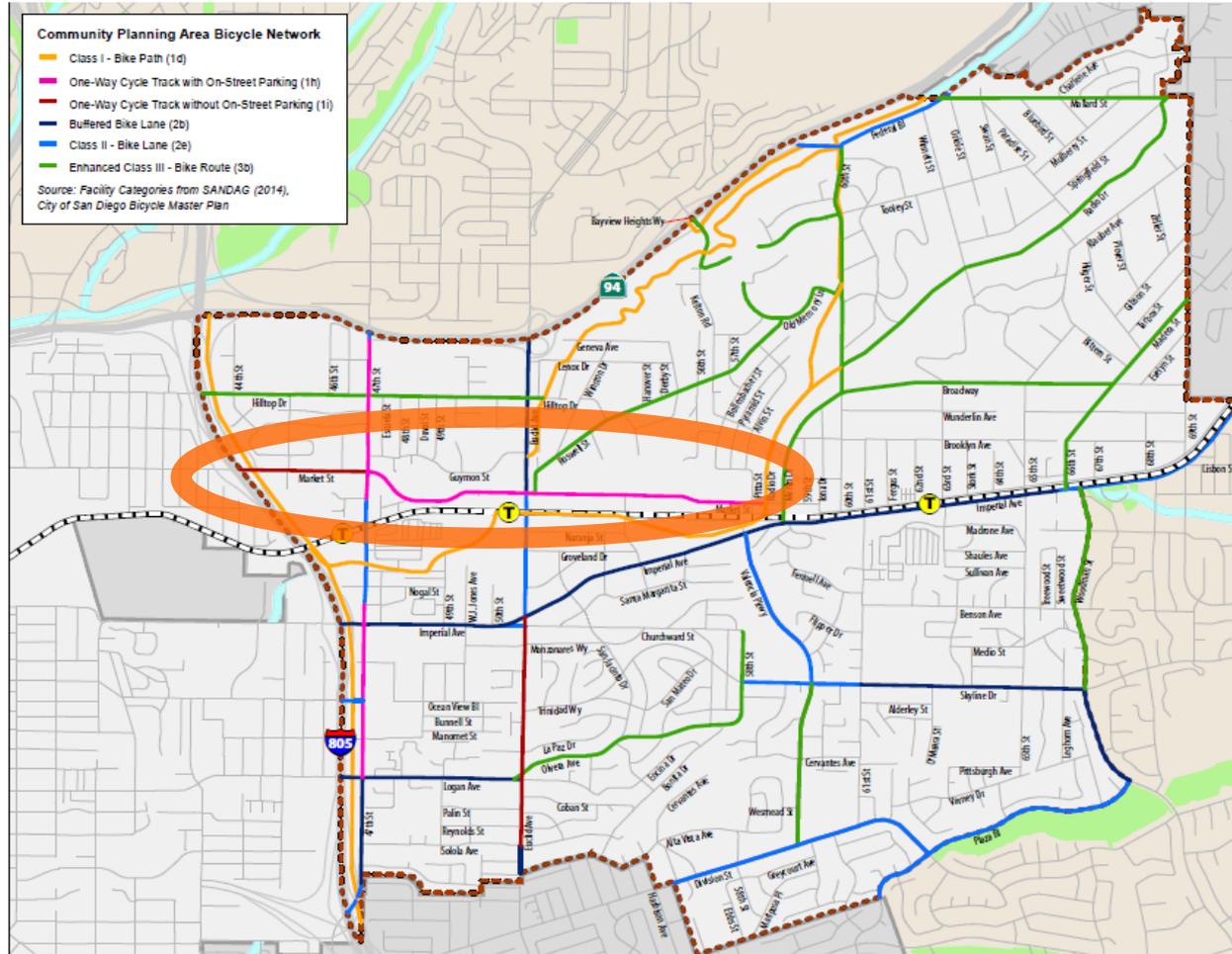
Southeastern Draft Plan Update

- **Market Street Road Diet and Cycle Track**
- **City Staff Considering Market Street Urban Greenway for ATP Grant**



Encanto Draft Plan Update

Continuation of Market Street Road Diet and Cycle Track



Vision Zero GOALS

- Adopt mayoral Vision Zero Resolution
- Fix top ten most dangerous intersections with things like zebra striped crosswalks, curb extensions, and no turn on red signals
- Fund bike lanes, road diets and crosswalks to calm traffic speeds and provide safe transit access on 8 most dangerous corridors – FY16 Budget
- Police + City Transportation Education Campaign
- Update Pedestrian Crossing Policy*
- Adopt Pedestrian Master Plan**
- Fund small scale public improvements to beautify neighborhoods and calm traffic speeds
- Amend vehicular Level of Service policy
- Adopt Complete Streets policy
- Create Vision Zero Committee to guide program implementation

* Council Policy 200-06 slated for Council review and adoption Fall 2014

** Draft Plan complete and slated for Council review and adoption Fall 2014

Policy Opportunities

- Implement Climate Action Plan which calls for higher bicycling and walking trips
- Police education grant starting Oct. 2014
- Pedestrian Crossing Policy Fall 2014
- Pedestrian Master Plan Fall 2014
- Statewide amendment to Level of Service (SB743)